

# COMPLIANCE DATA

Montana Department of Public  
Health and Human Services  
Addictive and Mental Disorders  
Division

&

HELP Committee

Presented by:

Vern Brown, Compliance Program Director

# COMPLIANCE DATA


## Partnership For Success - Tier One

Implement two evidence based programs statewide:

- Alcohol Reward & Reminder Educational Survey Program – Merchant Education
  - Alcohol Sales Compliance Inspection Program - Enforcement
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# COMPLIANCE DATA

## Reward & Reminder – Merchant Education

- Not a step backward for communities who have previously done this type of program - this is an additional effort
  - First surveys were conducted in November 2014
  - Conducted by private citizens and young looking persons of legal age – 21 and 22 year olds
  - Survey checks for willingness to ID patrons
  - Servers and Sellers who ID are given a Reward Card
  - Failure to ID results in a Reminder Card
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# COMPLIANCE DATA

## Reward & Reminder – Merchant Education

- Reward Card Script
  - “Hi, I’m with the Montana Alcohol Reward and Reminder program. Thank you for checking ID’s and refusing sales to people who cannot provide legal identification. This card will put you in a drawing for a hundred dollar gift certificate. What’s your name? Thank you, \_\_\_\_\_ for doing a great job and asking for ID’s”
  - Why it works...

# COMPLIANCE DATA

## Reward & Reminder – Reward Card

**MONTANA ALCOHOL  
REWARD & REMINDER PROGRAM**

MONTANA DPHHS Public Health and Human Services

Thank you for NOT selling alcohol to kids! The Montana Alcohol Reward & Reminder Program is designed to educate alcohol retailers about the importance of refusing sales to underage persons. As a small reward, please fill out and return this form for a chance to win a \$100 gift certificate from a local business.

Your Name: \_\_\_\_\_

Your Home Phone: \_\_\_\_\_ City: \_\_\_\_\_

Store Name: \_\_\_\_\_

Store Address: \_\_\_\_\_

Store City: \_\_\_\_\_ Zip: \_\_\_\_\_

Date of Survey: \_\_\_\_\_ Surveyor Initials: \_\_\_\_\_

Once per quarter, we draw a winner from all the entries received from conscientious clerks, like yourself. Again - Thank You! Should you have any questions about this program, or for alcohol merchant education material on preventing alcohol sales to minors, contact the HELP Office, toll-free, at 1-877-ID - MINOR


**This is the ONLY notification you will receive  
so please share this with your manager before mailing!**

For RASS training opportunities in Montana, visit: <http://alcoholservertraining.mt.gov>



# COMPLIANCE DATA

## Reward & Reminder – Merchant Education


- Reminder (White) Card Script
    - “Hi, I’m with the Montana Reward and Reminder program. You haven’t done anything wrong and you aren’t in trouble for anything, but it looked like you were going to allow that sale without checking for an ID first. We want to encourage you to check ID’s for anyone who looks like they may be 35 years old or younger.”
    - Why it works...
- 
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## Reward & Reminder – Limits to the Data

- Surveys are conducted by people of legal age
  - Survey results are based on judgement calls
  - Specific survey results are NEVER published
  - All Survey statistics must be viewed as aggregate data
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## Reward & Reminder – Unspoken Benefits

- Regardless of outcome, servers and sellers are being reminded of the need to check ID's simply because the surveyor team shows up...
- Surveys reinforce the server training (RASS) classes
  - Reminds them that someone is watching what they are doing
  - Reinforces the knowledge that their decisions matter
  - Encourages the server/seller to get trained
- Over 8000 surveys have been completed to date
  - More Visits = Better Compliance = Better Outcomes

# COMPLIANCE DATA

## Compliance Inspections – Enforcement

- First inspections were conducted in September 2015
  - Conducted by law enforcement officers and confidential informants (CI's)
  - CI's are 18 to 20 years of age
  - CI's must look their age
  - CI's cannot have adverse law enforcement contact in previous 24 months
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# COMPLIANCE DATA

## Compliance Inspections – Inspection Types

- Draw List Inspections – about 55% of inspections are randomly picked
- State Inspections – remainder of the 1200 annual inspections
  - Outlets chosen to round out an inspection trip in rural areas with a few draw inspections
  - Outlets chosen to increase inspections in a city or county to 100% coverage
  - Outlets randomly selected in larger counties/cities by HELP at behest of local law enforcement
  - Outlets specifically chosen due to history of selling to underage people

# COMPLIANCE DATA

## Compliance Inspections– Process

- CI's work with undercover law enforcement officers, will enter an establishment, and attempt a purchase
- Refusal to Sell – outlet receives congratulatory notification of Server/Seller's excellent performance
- Violations – Server/Seller is cited by law enforcement
  - Must go to court
  - May have to pay fines
  - May have to face jail time
  - May be liable to company disciplinary procedures including termination of employment
  - Montana Department of Revenue Liquor Control Division is notified of these citations and will contact the establishment in regards to them

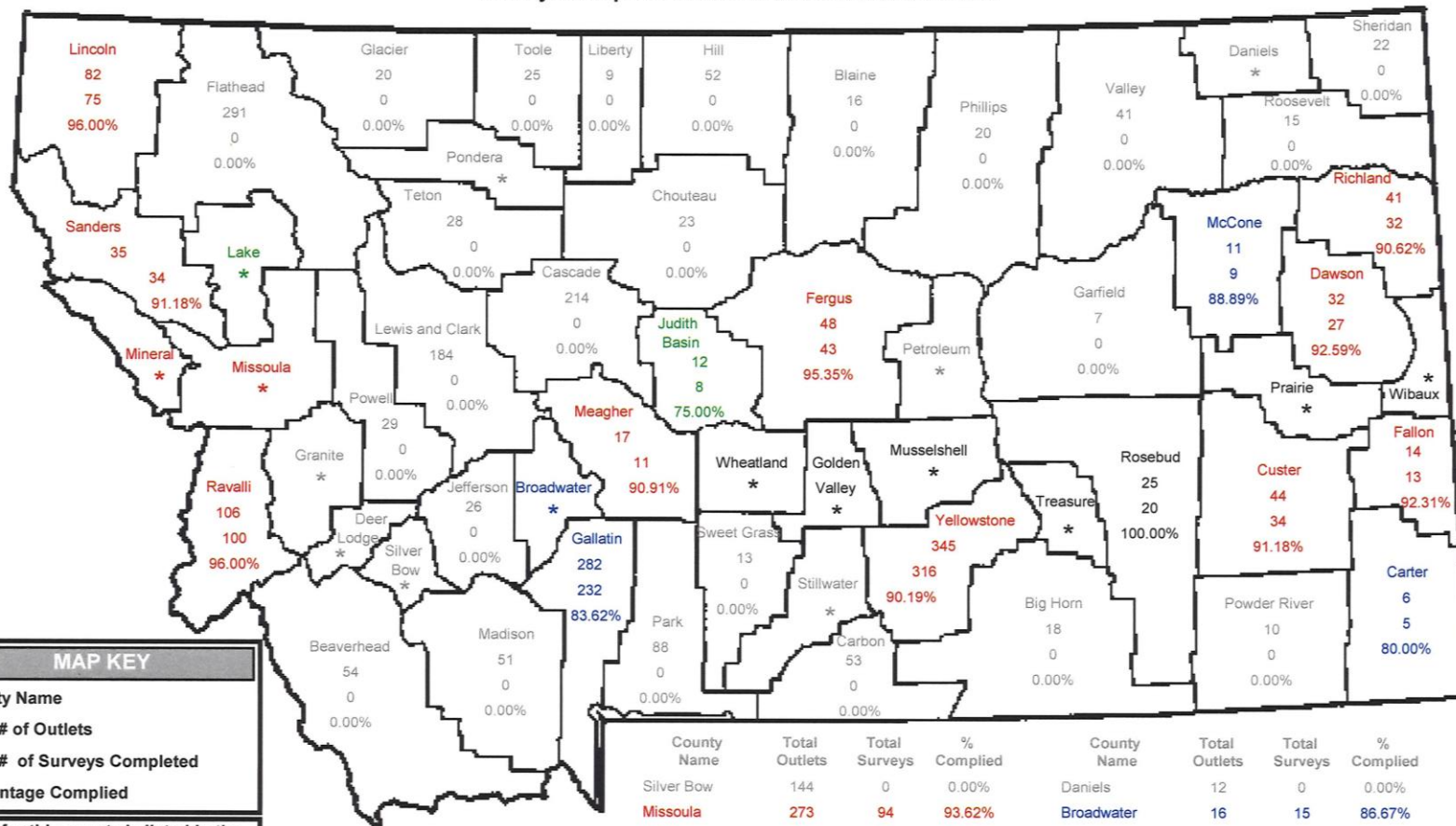
## Alcohol Reward and Reminder Prevention Summary

		Total Outlets in County	Total Inspections Completed	Total Complied	Total Violations	Compliance Rate
<b>May 2016</b>						
	CUSTER	44	34	31	3	91.18%
	FERGUS	48	43	41	2	95.35%
	JUDITH BASIN	12	8	6	2	75.00%
	ROSEBUD	25	20	20	0	100.00%
	TREASURE	4	2	2	0	100.00%
	WHEATLAND	13	2	2	0	100.00%
<b>June 2016</b>						
	BROADWATER	16	14	12	2	85.71%
	CARTER	6	5	4	1	80.00%
	DAWSON	32	27	25	2	92.59%
	FALLON	14	13	12	1	92.31%
	GALLATIN	282	232	194	38	83.62%
	GOLDEN VALLEY	5	5	5	0	100.00%
	MCCONE	11	9	8	1	88.89%
	MEAGHER	17	11	10	1	90.91%
	MUSSELSHELL	16	13	13	0	100.00%
	PRAIRIE	4	4	4	0	100.00%
	RAVALLI	106	90	87	3	96.67%
	RICHLAND	41	32	29	3	90.63%
	WHEATLAND	13	8	8	0	100.00%
	WIBAUX	8	8	8	0	100.00%
	YELLOWSTONE	345	316	285	31	90.19%
<b>July 2016</b>						
	BROADWATER	16	1	1	0	100.00%
	LAKE	15	14	10	4	71.43%
	LINCOLN	82	75	72	3	96.00%
	MINERAL	24	23	22	1	95.65%
	MISSOULA	273	94	88	6	93.62%
	RAVALLI	106	10	9	1	90.00%
	SANDERS	35	34	31	3	91.18%

\*Changes in this report may take place due to late reporting of results. Survey violations are reported instances where, according to program criteria and surveyor judgement, a server/seller seemed willing to sell without checking an ID for proof of legal age. The data is released for limited public use and to be used only with appropriate caution.

## Alcohol Reward and Reminder Prevention Status By County - 2016/17

Surveys Completed Between 3/1/2016 and 7/31/2016



### MAP KEY

County Name

Total # of Outlets

Total # of Surveys Completed

Percentage Complied

\* Data for this county is listed in the table below the map

None Completed	60 to 69.99% Compliant
.01 to 29.99% Compliant	70 to 79.99% Compliant
30 to 39.99% Compliant	80 to 89.99% Compliant
40 to 49.99% Compliant	90 to 99.99% Compliant
50 to 59.99% Compliant	100% Compliant

County Name	Total Outlets	Total Surveys	% Complied	County Name	Total Outlets	Total Surveys	% Complied
Silver Bow	144	0	0.00%	Daniels	12	0	0.00%
Missoula	273	94	93.62%	Broadwater	16	15	86.67%
Lake	15	14	71.43%	Wheatland	13	10	100.00%
Musselshell	16	13	100.00%	Prairie	4	4	100.00%
Pondera	22	0	0.00%	Granite	21	0	0.00%
Deer Lodge	43	0	0.00%	Wibaux	8	8	100.00%
Stillwater	28	0	0.00%	Golden Valley	5	5	100.00%
Treasure	4	2	100.00%	Mineral	24	23	95.65%
				Petroleum	5	0	0.00%

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Friday, September 09, 2016

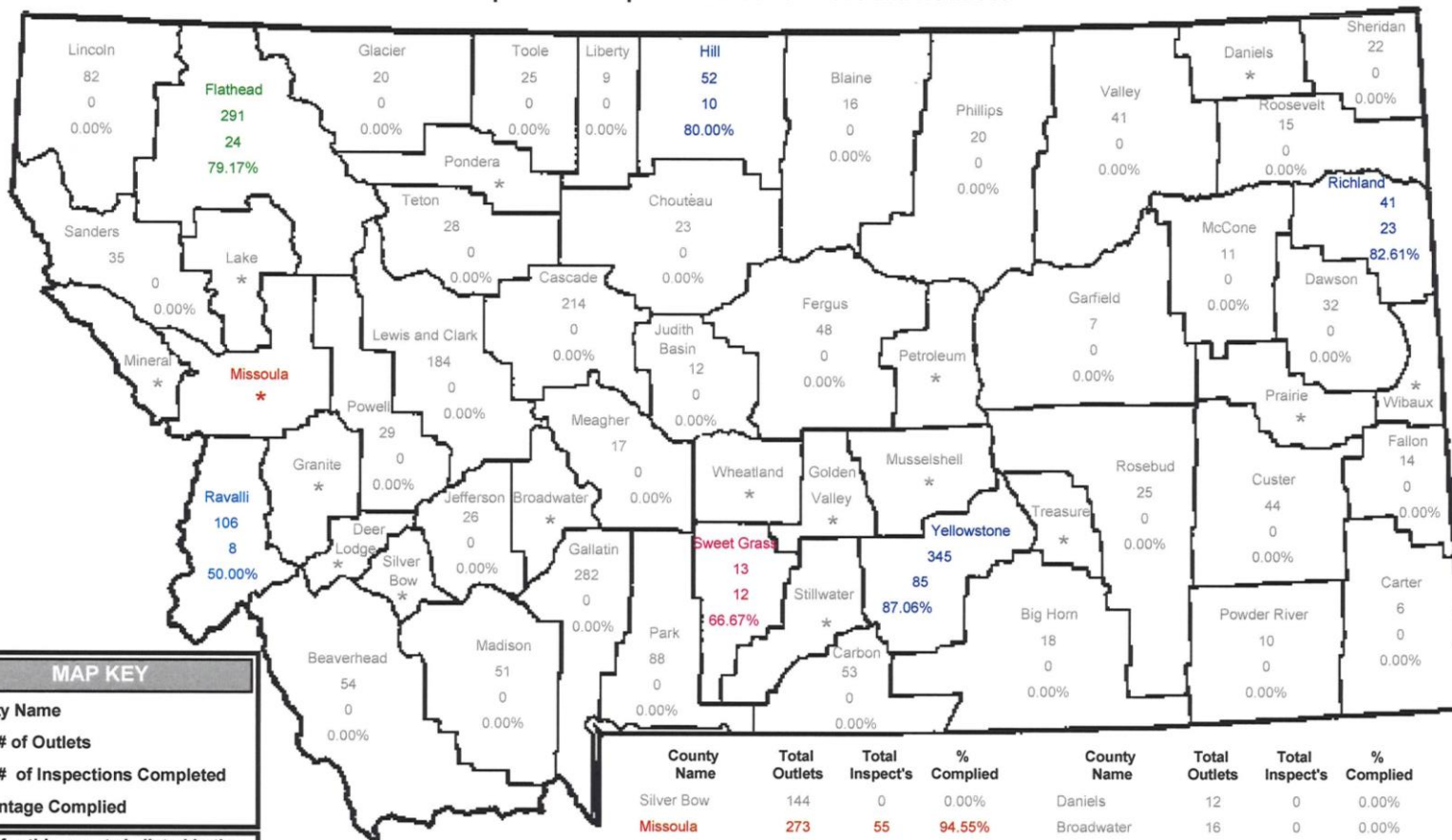
## Alcohol Compliance Prevention Summary

		Total Outlets in County	Total Inspections Completed	Total Complied	Total Violations	Compliance Rate
<b>March 2016</b>						
	RAVALLI	106	8	4	4	50.00%
<b>May 2016</b>						
	MISSOULA	273	24	22	2	91.67%
	YELLOWSTONE	345	36	32	4	88.89%
<b>June 2016</b>						
	FLATHEAD	291	14	11	3	78.57%
	HILL	52	10	8	2	80.00%
	MISSOULA	273	11	10	1	90.91%
	YELLOWSTONE	345	33	29	4	87.88%
<b>July 2016</b>						
	FLATHEAD	291	10	8	2	80.00%
	MISSOULA	273	20	20	0	100.00%
	RICHLAND	41	23	19	4	82.61%
	SWEET GRASS	13	12	8	4	66.67%
	YELLOWSTONE	345	16	13	3	81.25%

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## Alcohol Compliance Prevention Status By County - 2016/17

**Inspections Completed Between 3/1/2016 and 7/31/2016**

### MAP KEY

County Name

**Total # of Outlets**

**Total # of Inspections Completed**

Percentage Complied

\* Data for this county is listed in the table below the map

None Completed	60 to 69.99% Compliant
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County Name	Total Outlets	Total Inspect's	% Complied	County Name	Total Outlets	Total Inspect's	% Complied
Silver Bow	144	0	0.00%	Daniels	12	0	0.00%
Missoula	273	55	94.55%	Broadwater	16	0	0.00%
Lake	15	0	0.00%	Wheatland	13	0	0.00%
Musselshell	16	0	0.00%	Prairie	4	0	0.00%
Pondera	22	0	0.00%	Granite	21	0	0.00%
Deer Lodge	43	0	0.00%	Wibaux	8	0	0.00%
Stillwater	28	0	0.00%	Golden Valley	5	0	0.00%
Treasure	4	0	0.00%	Mineral	24	0	0.00%
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## Alcohol Inspection/Survey Frequency

- Enforcement Inspections – Total 1200 per year
- Educational Surveys– Total 4050 per year



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## Alcohol Inspection/Survey Questions

- Any Questions?

